

U.S. Appl. No. 09/878,581
Reply to Final Office Action dated June 29, 2006

Expedited Examination Response Under 37 C.F.R. § 1.116

PATENT
450100-03278**IN THE SPECIFICATION****RECEIVED**
CENTRAL FAX CENTER**AUG 17 2006**

Please amend the Title as follows:

--IMAGE CONTENT AND ADVERTISEMENT DATA PROVIDING
METHOD, IMAGE CONTENT PROVIDING SYSTEM, IMAGE CONTENT
PROVIDING AND APPARATUS, PROGRAM STORAGE MEDIUM STORED
WITH PROGRAM PROVIDING IMAGE CONTENT, ADVERTISEMENT
IMAGE PROVIDING APPARATUS, PROGRAM STORAGE MEDIUM
STORED WITH PROGRAM PROVIDING ADVERTISEMENT IMAGE,
IMAGE CONTENT REPRODUCING APPARATUS, PROGRAM STORAGE
MEDIUM STORED WITH PROGRAM REPRODUCING IMAGE CONTENT,
ADVERTISEMENT CHARGE TOTALIZING SYSTEM, ADVERTISEMENT
CHARGE TOTALIZING METHOD AND PROGRAM STORAGE MEDIUM
STORED WITH PROGRAM TOTALIZING ADVERTISEMENT CHARGE--